



September 1, 1995

Secretary
Federal Communications Commission
1919 M. St., NW
Washington, D.C. 20554

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SEP 14 1995

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D.C. 20554

RE: MM Docket No. 93-48

WICD-TV opposes the FCC's Notice of Proposed Rule Making to the Children's Television Act. Broadcasters have significantly increased children's educational and informational programming in response to the Children's Television Act.

I believe that broadcasters understand the current definition of educational and informational children's programming. The Act and the current rules are working to increase this programming, and new rules are not needed. Rules quantifying the amount of children's programming are unnecessary.

Broadcasters are responding to the ACT and the unquantified obligation in the current rules with more and better educational and informational programming. WICD-TV schedules the following weekly thirty-minute programs that are specifically designed to serve the educational and informational needs of children 16 and under: Nick News, NBC's Name Your Adventure, NBC's Saved By The Bell - Part 1, NBC's Saved By The Bell -Part 2, and NBC's California Dreams. In addition to thirty-minute programming, short segment programming is important for kids and should get credit.

Sincerely,
Jack Connors

President & General Manager
WICD-TV

Copies to: Chairman Reed Hunt
Commissioner James Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong

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DATE SEP 14 1995

WICD-TV
250 South Country Fair Drive • Champaign, Illinois 61821
PHONE (217) 351-8500  FAX (217) 351-6056

A Division of  Guy Gannett Communications



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SEP 14 1995

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D.C. 20554

August 31, 1995

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Secretary
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Re: MM Docket No. 93-48

Dear Mr. Secretary:

This year marks my 30th year in broadcasting. I have been proud in the past, am currently proud, and I'm sure will be proud in the future of the role broadcasting has played in educating, informing and entertaining our citizens. I include in that our children. Clearly, broadcasters have a special responsibility when it comes to the programming designed for our younger viewers.

While, as managers, we need to be actively involved in what we put on our air, we do not need the FCC to tighten its rules implementing the Children's Television Act, which might possibly include the setting of numerical quotas for children's programming.

While I can only speak from the standpoint of what we do at our station, I know from my years in this business how careful broadcasters are in not only scheduling programming for children but in seeking opportunities within their individual communities to be involved in projects directly benefiting our young viewers, projects such as joint reading programs with local libraries, promoting science fairs or being involved with special science projects at local science museums, special campaigns and/or PSA's built around safety including but not limited to sports safety, bicycle safety, school safety, traffic safety, and the list goes on and on. I might add that all these projects and/or campaigns are treated as PSA's and no one in the community is charged. It's something the broadcaster feels a responsibility to provide.

We do not need new rules quantifying the amount of children's programming. What we need is for the Commission to encourage and support broadcasters in their quest as we diligently work within our individual communities to be responsive and responsible to the needs of all our viewers, including children. This also includes short segment programming. I'm sure I don't have to remind you that

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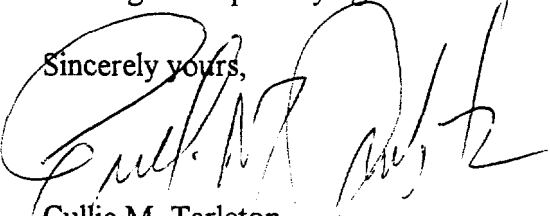
One Television Place
Charlotte, NC 28205
(704) 372-1800
FAX (704) 376-3415

Page 2
Secretary, FCC
September 1, 1995

sometimes a child's attention span is not 30 minutes or one hour. Short segment programming can have a terrific impact and can drive home the point much more effectively than longer segment programming; therefore, please do not take away our ability to make a difference by not giving us credit for short segment programming.

As I stated at the beginning, I'm proud of what broadcasters do for our young viewers. The Commission likewise should be proud and should encourage broadcasters and not hamper us by creating rules quantifying the amount of educational and informational children's programming.

Sincerely yours,



Cullie M. Tarleton
General Manager

CMT/mkl

cc: Chairman Reid Hundt
Commissioner Jim Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong

93-48

717 N. Meadowcroft Avenue
Pittsburgh, PA 15216

September 5, 1995

Commissioner Barrett
Federal Communications Commission
Washington, DC 20554

RECEIVED

SEP 14 1995

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Dear Commissioner Barrett:

As parents of four young children, my husband and I are disappointed and perplexed by the FCC's unwillingness to impose guidelines relating to The Children's Television Act on broadcasters.

In 1990, five years ago, the children's television act was enacted. At that time, Peggy Charren proudly stated, our children will now be protected by our congress. But here we are, five years later and our children are no more protected by congress today than they were in 1990.

In those five years all that you've done is talk because you can't agree on how stringently to enforce this law. All the while these smug, incredibly wealthy broadcasters moan and complain that if they are forced to put on something worthwhile for our children to watch, their rights will be violated and they may not make as much money as they could if they continued to give us a full slate of garbage for our children. Then they add insult to injury by reasoning that they are in compliance with the act because they air so called "educational and informational" shows like "The Flintstones", "The Jetsons" and "GI Joe".

Why do you allow this to continue? We've lost five years,...almost a generation of young people while you sat around scratching your heads. That's not what we expected, nor what our children deserve. Either do away with the law, or enforce it!

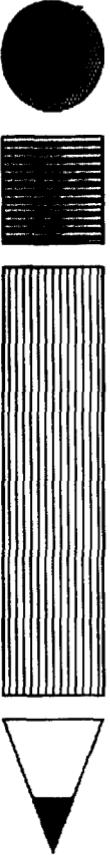
Please stop insulting our intelligence by saying you think broadcasters are getting the message. The only message they're getting is that you are willing to put up with their shenanigans and they're laughing all the way to the bank.

Yours truly,

Patricia B .Cappelli

cc: FCC Commissioners

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DATE



From the TelePort of: Peanut Heaven

Date: Tuesday, September 5, 1995

Number of Pages: 2

To: Commissioner Barrett, FCC

Fax Number: 1-202-418-2803

Memo:



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SEP 14 1995

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D.C. 20541

August 31, 1995

Secretary
Federal Communications Commission
1919 M St., NW
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

re: MM Docket No. 93-48

Dear Secretary:

As a local broadcaster, KPTV has always realized our special obligation to serve the youth in our community. For many years we have done so with pride and distinction. It is hard to believe that there might be another business in our viewing area that has done so much for area youth---not because we have to, but because we want to. Thus, we strongly object to the potential changes regarding the Children's Television Act. There is no need for change.

KPTV has made a major effort to significantly increase children's educational and informational programming in response to the Children's Television Act. In the fall of 1995, KPTV will air a minimum of **four hours** of educational and informational programming per week.

Since the Children's Television Act, KPTV has taken serious steps to purchase syndicated children's educational and informational programming. Many of the programs have been endorsed by various national education groups.

To help augment the syndicated programming, we have also gone to the expense of producing local educational and informational shows utilizing input from teachers, students and children's advocates. (One of our locally produced programs has the involvement and participation of 76 schools in the Northwest.) These actions have been taken because we clearly understand the current definition of "educational and informational children's programming". There is no need for a change in the rules. It is clear that we, as a local broadcaster, realize our children's educational and informational needs and feel rules quantifying the amount of required programming are unnecessary.

Although at this time we receive no credit for short segment programming, we feel it is very important for kids. We deliver educational information to large numbers of kids within entertainment programs that are highly viewed by children. For that reason, KPTV's morning and afternoon children's block contains public service announcements that are exclusively educational and informational, targeting children 12 years of age and under. "The Ramblin' Rod Show", KPTV's long running local children's program, features short educational and informational segments whenever possible. Technically, these features give us no credit for having aired them, but we know we've done something good for the kids as the show is viewed by thousands of children.

No. of Docket rec'd
DATE

Secretary, FCC - Page Two

Addressing one of the nation's most important community issues, KPTV has dedicated its "For Kids' Sake" public service campaign to benefit education. With a year-long calendar of informative "For Kids' Sake" news stories, special programs and PSAs, KPTV has embraced the theme of "Making Education Work", a program that encourages parents, community members and businesses to supplement the educational work of schools through modeling, training and support roles.

While the public at large sees the numerous broadcast elements of our "For Kids' Sake" campaign, KPTV---at considerable out-of-pocket expense---features a host of nonbroadcast activities for children. We feel these educational activities are of vital importance. They allow us to provide an added approach in helping meet the educational and informational needs of the youth in our community. We strongly encourage the FCC to consider giving stations more credit for these nonbroadcast activities that help meet the educational and informational needs of children.

Highlights of the "For Kids' Sake" campaign **non-broadcast** activities:

- * "Making Education Work" brochures are available to viewers with tips on how, together, we can make a difference in the education of our children. Over 6,000 brochures have been distributed. (See attached)

- * Adoption of Peninsula Year-Round Elementary School. (See attached letter)

- * Sponsorship of the Red Ribbon Celebration to promote drug-free children.

- * "Future Reader" packets, including the classic children's book "Good Night Moon", a read-aloud book list and a reading activities book, given to new Mothers at various hospitals because it's never too early to read to a child! Over 8,000 packets have been distributed.

- * This summer several hundred parents responded to KPTV's public service announcement offering a free brochure from the U.S. Department of Education called "Summer Home Learning Recipes".

- * Sponsorship of the "Young Audiences Run for the Arts", which brings art programs into area schools. In the past three years, KPTV has helped raise nearly **one million dollars** for this program!

- * Over the years, hundreds of children have enjoyed KPTV's "For Kids' Sake" reading party series which have included kids from Head Start, Title 1, and numerous elementary schools. Highlights of a reading party include a KPTV personality reading their favorite children's book, words of encouragement to parents to read to and with their child, plus **each child receives a children's book to take home**. In addition, KPTV has donated thousands of children's books to schools and children's groups.

- * A highlight of the 1995 "For Kids' Sake" year will be the evening of November 6th, when KPTV **hosts** a banquet focusing on the school-to-work connection encouraging the role of businesses in mentoring and providing workplace experience for students. J.D. Hoyer, national school-to-work director, will be the keynote dinner speaker. During the course of the evening, KPTV will honor six school-to-work success stories.

Secretary, FCC - Page Three

The current FCC rules are working. KPTV is proof with an increased number of children's educational and informational programs; locally originated educational and informational programs produced with the assistance of area schools, educators, and specialists in the area of children's education; short segment programming within widely viewed children's programming; and the "For Kids' Sake" on-air campaign that is backed with a massive amount of non-broadcast elements designed to benefit kids.

There is no need for change.

Yours truly,

A handwritten signature in black ink, appearing to read "Marvin Rhodes". The signature is fluid and cursive, with the first name "Marvin" and last name "Rhodes" clearly distinguishable.

MARVIN RHODES
Program Manager, KPTV

MDR:cj

Attachments

cc: Chairman Reed Hundt
Commissioner James Quello
~~Commissioner Andrew Barrett~~
Commissioner Susan Ness
Commissioner Rachelle Chong
NAB Legal Department
Robert B. Giese, VP and Counsel, Chris-Craft Broadcasting



PORTLAND PUBLIC SCHOOLS

8125 N. Emerald Avenue / Portland, Oregon 97217

Phone: (503) 280-6275

PENINSULA YEAR-ROUND ELEMENTARY SCHOOL

Office Of The Principal

August 3, 1995

Marty Brantley
President, General Manager
KPTV P. O. Box 3401
Portland, OR 97208

Dear Mr. Brantley,

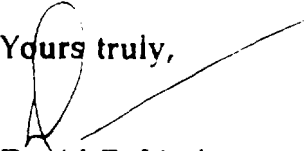
The parents, students, staff, and principal (yours truly) of Peninsula Year Round Elementary School wish to convey to you and your colleagues our many heart felt thanks for the support given to us this school year by KPTV and Blue Cross and Blue Shield of Oregon through the "For Kid's Sake" program.

We had been hoping for just such a school/business partnership for some time now. Just when we thought it would never happen the "For Kid's Sake" program showed up on the horizon.

We in education often feel very isolated. We know that we are doing a work that is vital to the fabric of our democratic society, but we have doubts that society in general remembers this.

Today, this job of education is bigger than just what goes on in the school. With many of the traditional mainstays of our community in transition, public reinforcement of what does go on in the school building is more important today than at any other time in our history. We ignore this at our own peril.

Peninsula Year-Round Elementary School looks forward with keen anticipation to your continued support during the 1995-96 school year.

Yours truly,

David E. Lindstrom,
Principal



Date: March 21, 1995

Contact: Bob Dickey or Linda Johns, KPTV, 222-9921
IMMEDIATE RELEASE

***MAKING THE GRADE*, a For Kids' Sake education special
produced by *THE 10 O'CLOCK NEWS*,
airs April 6th at 8:30 p.m. on KPTV-12**

Twenty-five percent of Oregon's ninth graders do not go on to graduate with their class! This staggering problem is considered in a **FOR KIDS' SAKE** special entitled ***Making the Grade***. KPTV-12's *The 10 O'Clock News* produced the half-hour special which airs Thursday, April 6th, at 8:30 p.m.

Making the Grade, hosted by KPTV news reporters Pat Kirk, Jim Hyde and Teresa Luce, highlights the extent of the dropout problem in the Portland metropolitan area and the challenges of keeping at-risk students in school and returning dropouts to the education process. The broadcast takes a look at some of the solutions: peer and adult mentor programs and effective alternative educational programs.

A roundtable discussion of the issue features state education and community leaders: Norma Paulus, state superintendent of public instruction, Charles Moose, Portland chief of police, Yvonne Katz, superintendent of Beaverton schools, Jack Bierwirth, superintendent of Portland public schools, Vera Katz, mayor of Portland and chief architect of the Oregon school reform bill and Lew Frederick, spokesperson for the Portland school district.

Making the Grade airs Thursday, April 6th, at 8:30 p.m. on KPTV-12. Parents, educators, business leaders and citizens concerned about the welfare of our children will find this a "must-see" half-hour. This is the first of three **For Kids' Sake** specials on education to be produced by *The 10 O'Clock News* in 1995. KPTV's **For Kids' Sake** campaign would not be possible without the generous support of its corporate sponsors, Blue Cross and Blue Shield of Oregon and your local Coca-Cola bottler.













Date: January 27, 1995
Contact: Linda Johns, KPTV, 222-9921
IMMEDIATE RELEASE

**KPTV'S 1995 FOR KIDS' SAKE CAMPAIGN
FOCUSES ON EDUCATION**

KPTV-Channel 12's public service campaign, **FOR KIDS' SAKE**, devotes its fifth year to an emphasis on education. In 1995, **FOR KIDS' SAKE** directs its efforts towards creating an environment where the educational needs of our children might be explored and better served. To that end, **FOR KIDS' SAKE** blends a great deal of broadcast time of locally produced specials and public service announcements, with community events. This vital project would not be possible without the generous help of our sponsors, your local Coca-Cola bottler and Blue Cross and Blue Shield of Oregon.

Highlights of this **FOR KIDS' SAKE** year include:

-  Three half-hour specials focusing on education issues produced by KPTV news department
-  Weekly **FOR KIDS' SAKE** stories on *The 10 O'Clock News*
-  *Making Education Work* brochures available to viewers with tips on how, together, we can make a difference in the education of our children
-  Adoption of Peninsula Year-Round Elementary School
-  Sponsorship of the *Red Ribbon Celebration* to promote drug-free children
-  30 second on-air vignettes focusing on children and education, and spotlighting those individuals exhibiting excellence in education
-  *Future Reader* packets, including the classic children's book *Good Night Moon*, given to new moms at various hospitals because it's never too early to read to a child!
-  Gala dinner featuring a prominent, inspirational speaker

Joining with parents, businesses, community members and schools, together, we can make a brighter future as we take the time to care about education . . . **FOR KIDS SAKE!**





Date: August 29, 1995
Contact: Bob Dickey or Linda Johns, KPTV, 222-9921
IMMEDIATE RELEASE

CLASS ACTS, a For Kids' Sake education special
produced by **THE 10 O'CLOCK NEWS**,
airs September 9th at 6:30 p.m. on KPTV-12

Class Acts salutes three of Oregon's finest educators in a KPTV For Kids' Sake special on Saturday, September 9th, at 6:30 p.m. **Class Acts** takes viewers inside the classrooms and beyond the school hallways for an insightful look at several of Oregon's teachers who exhibit educational excellence. This is the second of three 1995 For Kids' Sake programs produced by KPTV-12's *The 10 O'Clock News*.

Elementary school teacher Robin Lindsley is a recipient of the prestigious Milken award which recognizes outstanding educators and is presented annually to 150 educators in 30 states along with an award of \$25,000. Lindsley, a teacher at Boise-Eliot in Portland, was recognized for her work on individualized education and believes a goal of education must be to "make schools fit kids." Lindsley is assisting a North Portland teacher resource center with her award.

Richard Brannan, a math teacher at West Sylvan Middle School, is the winner of a Presidential Award for Excellence in Science and Mathematics Teaching, specifically recognizing his accomplishments in the classroom. This middle school teacher is committed to engaging students to achieve in math while applying mathematical concepts to real-life situations. Brannan has authored a problem solving curriculum used in the Portland Public Schools as well as schools nationwide.

West Linn High School English teacher Barbara Murray is the 1995 Oregon Teacher of the Year as selected by the Oregon Department of Education. Murray has a passion for connecting adolescents with great literature and engaging them in probing thought and lively discussion. She believes schools must set high standards, and she demands a great deal from her students and sees them rise to meet the challenge. In recent years, two senior classes honored Murray by asking her to give the commencement speech.

Join KPTV-12 on Saturday, September 9th, at 6:30 p.m. and see firsthand excellence in education on **Class Acts**. KPTV's For Kids' Sake campaign would not be possible without the generous support of its sponsor Blue Cross and Blue Shield of Oregon.





Date: August 29, 1995
Contact: Linda Johns, KPTV, 222-9921
IMMEDIATE RELEASE

**KPTV'S 1995 FOR KIDS' SAKE CAMPAIGN
FOCUS ON EDUCATION CONTINUES**

KPTV-12's 1995 **FOR KIDS' SAKE** public service campaign continues to make a difference in the lives of children. This year's focus on education has involved us in a number of activities, and it's time to update you on what **FOR KIDS' SAKE** is doing!

In September, **FOR KIDS' SAKE** continues its family literacy project, *Future Reader*. Studies show that the best way to prepare children to become lifelong readers is to read aloud to them daily, beginning when they're babies! 2,000 *Future Reader* packets, which include the classic children's book *Goodnight Moon*, a read-aloud book list and a reading activities book, *Helping Your Child Learn to Read*, will be distributed to mothers who give birth in a number of Oregon hospitals in the month of September.

This summer, KPTV aired a **FOR KIDS' SAKE** public service announcement encouraging kids to participate in the Oregon Department of Education's Summer Reading Program. We hope this fostered the love of reading in those children who participated! Also this summer, several hundred parents responded to our PSA offering a free brochure from the U.S. Department of Education called *Summer Home Learning Recipes*.

FOR KIDS' SAKE has adopted Peninsula Year-Round Elementary School. This partnership is an excellent one: reading and pizza parties have been held, a field trip to Warm Springs Indian Reservation funded, over 200 books donated to the Title 1 library, speakers were provided for Career Day, and a scholarship given to a teacher to attend a national education conference. We look forward to continuing this relationship with Peninsula during the 1995-96 school year and encourage other businesses to do the same.

To help increase awareness of the importance of childhood immunization, **FOR KIDS' SAKE**, in conjunction with the Multnomah County Health Department, helped provide over 500 children with free immunizations on August 5th.

A highlight of the 1995 **FOR KIDS' SAKE** year will be the evening of November 6th, when KPTV hosts a banquet focusing on the school-to-work connection and encouraging the role of businesses in mentoring and providing workplace experience for students. The banquet will be held as an adjunct event to the national Work Now and in the Future Conference sponsored by Northwest Regional Educational Laboratory, with additional banquet involvement from Oregon Business Council. JD Hoyer, national school-to-work director, will be the keynote dinner speaker. KPTV will honor six school-to-work success stories during the course of the evening.

The 1995 **FOR KIDS' SAKE** campaign has been a busy one! It would not be possible without the generous support of its corporate sponsor Blue Cross and Blue Shield of Oregon.




A guide for parents,
business and community members
who want to
help schools educate
our children.

MAKING EDUCATION WORK

For Kids' Sake
KPTV
P.O. Box 3401
Portland, Oregon 97208
(503) 222-9921

**FOR
KIDS'
SAKE**

Printed on recycled paper 

Improving our schools and the education our children receive must be a collaborative effort among parents, businesses and community members. Whatever your contribution — whether it's time, energy or money — you can be assured that your involvement will help teachers provide our children with the skills needed to succeed in tomorrow's world.

It's a smart investment in the future —
For Kids' Sake.

PARENTS

Begin reading with your children as soon as they're old enough to sit in your lap. Make reading a pleasant experience that is a reward in itself, and don't forget to set a good example by letting your kids see you read every day.



Take your children to the library and make getting that first library card a special rite of passage. Provide plenty of books and magazines that are interesting to them. Also encourage children to write their own stories and letters.

Closely monitor your children's television viewing habits. Serve as a role model by not spending all of your time watching TV.



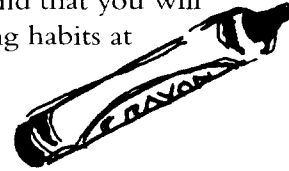
Make education a priority and stress the real-life importance of learning to children. Set aside at least fifteen minutes a day to talk about assignments and school activities, and offer children assistance with their homework — but don't do it for them.

Help your kids set high, yet realistic goals. Praise them for their efforts and their successes while encouraging interest in all subjects, including math.

Initiate or participate in a career day at your children's school. Invite other parents to come talk about their jobs and how important a good education is for success.



Establish positive relationships with your children's teachers. Show that you respect their abilities as educators and that you will reinforce good learning habits at home. Sit in on a class occasionally so you can make informed suggestions to teachers and administrators.



Attend all parent-teacher conferences, PTA meetings and as many school events as possible. Stay up-to-date on school rules, curriculum and budget issues and share your opinions with others.

Help your kids feel good about themselves. Children with good self-esteem tend to be better students and grow up to be happier, healthier, more confident adults.

BUSINESS PEOPLE

Show respect for teachers — they're the front-line managers directly affecting tomorrow's business leaders.

Act as a role model for young people and encourage your colleagues to do the same.

Use your business expertise to show teachers the kinds of skills and educational backgrounds needed in the business world.



Take an active role in the decision-making process which affects schools in your community by attending school board meetings.

Offer your skills or services. Take a group of students on a tour of your company or local college. Speak to a class about the education needed in your field. Or demonstrate a skill — working with a job-specific computer program, for example.

Encourage your company to “adopt” a school or classroom. Or, if that’s not feasible, consider providing valuable guidance by “adopting” a student on your own.

Propose that your company establish a scholarship and/or internship program for students with incentives and rewards for scholastic achievements.



Bolster company involvement through tutoring, development of school-to-work and summer job opportunities or allowing students to attend your company training sessions. All can provide students with valuable on-the-job experience.

Donate equipment to schools. Computers, audio-visual equipment, art supplies, science tools, and industry publications can enhance the learning process.

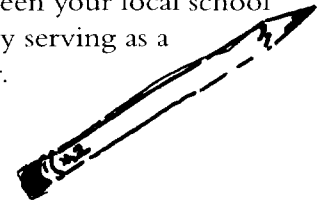
COMMUNITY MEMBERS

Put your personal expertise to good use by volunteering as a tutor or instructional assistant.

Become a mentor to a student. Mentors become trusted role models and counselors for impressionable young people, providing both guidance and motivation.

Provide a link between your local school and the community by serving as a volunteer coordinator.

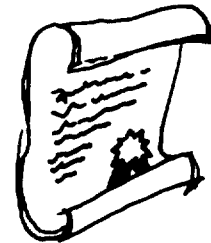
Offer to help with school activities. You can provide invaluable assistance in the office or school store, on the playground, or with after-school events.



Help offset the cost of education. Get involved with community groups and help with fund-raising activities for your local school.

Assist and advise school and district administrators.

Volunteer to serve on a local advisory committee — Site-Based Councils or the Chapter 1 Advisory Committee, for example.



FOR KIDS' SAKE

KPTV's public service campaign, For Kids' Sake, began several years ago to better meet the needs of children in our communities. Joined by our corporate sponsors — Blue Cross and Blue Shield of Oregon and your local Coca Cola bottler — For Kids' Sake is dedicated to helping make a positive difference in the lives of children.

Today's schools and the students they serve face many challenges. That's why For Kids' Sake is committed to exploring the various ways each of us can help. In addition to presenting news stories and special programs which highlight positive examples of students, parents and teachers working together, we're here to give you a look at the many opportunities available for you to get involved. We hope you'll join us, take the time and make the effort to care about education — For Kids' Sake.



Here are some organizations to contact for more information:

**Oregon Department of Education
School Improvement Program**

255 Capitol Street NE
Salem, OR 97310
(503) 378-8004

**Portland Public School District
Department of Public Information**

501 North Dixon
Portland, OR 97227
(503) 331-3304

**United States Department of Education
Goals 2000**

Washington, DC 20208-5570
1-800-USA-LEARN

Oregon Congress of Parents and Teachers

531 SE 14th Avenue
Portland, OR 97214
(503) 234-3928

Oregon COPE Project, Inc.

(For families with children/youth
with disabilities)
999 Locust Street NE
Salem, OR 97303
(503) 373-7477 V/TDD

Oregon Business Council

1100 Southwest Sixth Avenue
Standard Plaza, Suite 1608
Portland, OR 97204
(503) 220-0691

Associated Oregon Industries

Post Office Box 12519
Salem, OR 97309-0519
1-800-452-7862



August 28, 1995

415 LACKAWANNA AVENUE • SCRANTON, PENNSYLVANIA • 18503
(717) 961-2222 • FAX (717) 342-1254

Secretary
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

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SEP 14 1995

RE: MM Docket No. 93-48

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

Mr Secretary:

This letter is submitted to voice my concern regarding the above-referenced Docket currently before the Commission.

Broadcasters have responded to the call to expand educational and informational programming. As our portion of the broadcast spectrum diminishes in the face of new delivery systems, we continue to provide increasing amounts of such programming. The Children's Television Act is working!

Quantification does not assure quality and airing even the most instructional and educational programming does not guarantee we will reach the target audience. Both long-form and short-form programming should be used to entertain AND instruct. Such programming exists today on our networks and at local television stations.

New rules are unnecessary. Broadcasters are acting responsibly in providing children's television. We know our obligations to our viewers and our communities.

Respectfully submitted,

Harry McClintock
Harry McClintock
Operations Manager
WYOU-TV

cc: Reed Hundt, Chairman
James Quello, Commissioner
Andrew Barrett, Commissioner
Susan Ness, Commissioner
Rachelle Chong, Commissioner

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FEDERAL COMMUNICATIONS COMMISSION
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FAX: (703) 645-1513

JOE MACIONE, JR.
EXECUTIVE VP/
GENERAL MANAGER

In the Matter of)
)
Children's Programming)

MM Docket No. 93-48

*Secretary
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554*

DOCKET FILE COPY ORIGINAL

TO WHOM IT MAY CONCERN:

Free speech and free enterprise are both bed rock principles of this country. Children's programming quotas are counter to these fundamental American foundational stones, so I beg you to please drop any consideration of any type of Government imposed programming.

For American broadcasters to remain able to serve their local communities, most decisions have to make economic sense. During the last decade, partially due to the proliferation of additional video channels, most local broadcasters have drifted toward filling niches that make economic sense. Children's programming is one of those niches that now is not scattered on all stations, but appear primarily on one or two stations in each market, and in abundance. This not only makes economic sense, but it makes it much easier to locate by our children.

During this last decade WCYB has drifted toward news, talk and information for local programming---that seems to be our niche. But during this same period we have attempted to comply with the FCC's push for more educational children's programming by inserting daily in our newscasts a locally produced segment aimed at children that we call "Kids News." We, also, air, each Saturday morning, a 30 minute syndicated show entitled "News For Kids." This is in addition to the children's programming furnished to us by our network, NBC.

As one individual station we can assure the FCC that we understand the intent of the current rules concerning educational and informational children's programming and that we are presently accomplishing the intent of these rulings, even though it is somewhat to our economic detriment. The "Kids News" segments shown in our newscasts reach many more

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

Secretary
Federal Communications Commission
Page 2
August 24, 1995

MM Docket No. 93-48

children than could ever be reached by full length programs, since we are not thought of as the children's program station or niche, so, to quantify a requirement would actually decrease our effectiveness.

In summary, I believe in the principles that have prospered this country--- free speech and free enterprise---the present rules are somewhat counter productive to these principles and the proposed rules will be extremely counter productive to these two principles that have been proven by use for over 200 years!

Please drop any consideration of numerical quotas for children's programming.

Sincerely,



Joe Macione, Jr.
Executive Vice President/General Manager

JM:jb

C: Chairman Reed Hundt
Commissioner James Quello
~~Commissioner Andrew Barrett~~
Commissioner Susan Ness
Commissioner Rachelle Chong



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SEP 14 1995

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

Howard Kennedy
Vice President
General Manager

September 11, 1995

Secretary
Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

Dear Secretary:

I believe the Children's Television Act is working in its current form.

At KMTV we air a weekly children's program, "Jean's Storytime", which has aired for over thirty years. The program airs during the school months (September - June) and is designed for the elementary age child. Each program tells a story with a positive moral message.

In the summer months, KMTV produces "Playground Champions" which teaches and promotes healthy competition, teamwork and physical skills.

KMTV understands the current definition of "educational and informational programming" and the aforementioned programs address the definition.

Additionally, we air children's specials on a regular basis during the year. I believe broadcasters are responding to the Act and the unquantified obligation in the current rules are working.

I hope you'll oppose further rules (MM Docket No. 93-48).

Sincerely,

Howard Kennedy

cc: Chairman Reed Hundt
Commissioner James Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong

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4225 West Henrietta Road
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Main: (716) 334-8700
Fax: 359-1570

ABC Affiliate

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SEP 14 1995

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

September 11, 1995

Secretary
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Subject: MM Docket No. 93-48

Dear Secretary:

I am the General Manager of the ABC Affiliate in the 73rd market, Rochester, New York. I need to have you understand that I believe the Children's Television Act is working. Broadcasters are seeking and finding ways to get educational and informational programming onto the local broadcast schedule. While broadcasters in my size market cannot throw hundreds of thousands of dollars at local production, there are ways to creatively take existing materials and blend them with local elements to make them viable for the child viewers in the Rochester area.

Among my concerns with discussed rule "tightening" is that numerical levels of programming will most certainly have a chilling effect on what I see as a qualitative approach that we are undertaking now in Rochester. A side bar to that issue is the question of who will determine what is educational and who will decide what level of information must be dispensed by a program to be deemed "informational".

We are embarking on a project for a January 1996 start that will use the "Success by Six" element of the United Way to provide programming to inform our viewers about the crucial need to reach and nurture children in our community before they reach the age of six. Obviously, the program length elements will certainly meet the current definitions of the Act; however, a vital part of our multi-pronged effort is the use of shorter elements to reach kids where we know they are already watching other programming on our air. Should these not be recognized as meaningful or impactful simply because they were not "X" minutes long? What about the elements of this effort that are aimed at older teens and adults to raise their awareness and understanding of the problems so they can help in their own families or volunteer to aid efforts already underway in our city to help the children?

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Secretary

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September 11, 1995

Should these efforts not count because the programming or vignettes are not specifically aimed at a certain aged child? Shorter segments of programming should count in our efforts to reach and help the children of our community. These elements may be the only way to reach some children who are not going to willingly be driven to view longer length programming.

The rules are working. The discussed rule making will not increase the effectiveness or usefulness of educational and informational programming for children. I urge you to not make changes. The Act and the FCC rules are working and the children's programming area has grown dramatically since passage of the Act.

Thank you for your time and consideration of my comments.

Sincerely,

Gary R. Nielsen smg

Gary R. Nielsen
President and General Manager

smg

c Chairman Reed Hundt, FCC
Commissioner James Quello, FCC
Commissioner Andrew Barrett, FCC ✓
Commissioner Susan Ness, FCC
Commissioner Rachelle Chong, FCC



September 11, 1995

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SEP 14 1995

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D.C. 20554

Secretary
Federal Communications Commission
1919 M. Street NW
Washington, DC 20554

RE: MM DOCKET NO. 93-48

Dear Sirs:

I strongly oppose your proposed rule making concerning quotas for educational and informational children's programming.

Since the passage of the Children's Television Act, there has been an increase in children's educational programming. There is an increased awareness and concern about children's programming at our station, and the Act and current rules are definitely working to accomplish the desired goal.

I encourage you to allow the current system to keep working as well as it has in the past.

Sincerely,

Loren Neuharth
Station Manager

cc: Chairman Reed Hundt
Commissioner James Quello
~~Commissioner Andrew Barrett~~
Commissioner Susan Ness
Commissioner Rachelle Chong
Edward Fritts, President - National Association of Broadcasters
Gary Schmedding, Vice President/Broadcasting - Lee Enterprises, Inc.
Jim Thompson, Vice President/General Manager - KRQE-TV

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MM 93-48

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(703) 536-4033

DOCKET FILE COPY ORIGINAL

September 12, 1995

Secretary, Federal Communications Commission
1919 M Street NW,
Washington, D.C. 20554

Subject: FCC's Proposed New Rules for Children's Educational Television

Dear Sir,

RECEIVED
SEP 14 1995
FCC MAIL ROOM

This morning I read Mr. Don Olenburg's article in the Washington Post entitled: *Tuning In the Future of Kid's TV* "(Style Plus section). As a 45 year old graduate student in George Washington University's Teacher Preparation and Masters of Education program, I would like to pass on my thoughts about what our government can do to improve the educational content of television.

As my age indicates, I grew up in the 1950's and 60's and remember watching *Romper Room*; Bob Keeshan as Captain Kangaroo along with Mr. Greenjeans; Shari Lewis and her friends Lamb Chop and Charlie Horse; and Mr. Wizard. I would suggest that you and your staff might relearn a great deal about the proven quality of programming that commercial television has already provided simply by sitting down and watching a week's worth of each of these shows. While there are many new and innovative ideas being proposed, please do not overlook the successes of the past.

While these shows will obviously "show their age" with respect to such subjects as current events and social demographics (I doubt that the show *Beaula* would make it onto the airwaves today), many of the lessons I learned about how to interact with people came from these shows.

And if you have not already done so, I would suggest that you invite Ms. Lewis and any of the other TV personalities and producers of those successful shows who are available, to talk with you about what they were trying to do in their work. Additionally, you should talk to the people involved in the production works from such superior cable networks such as the *Arts & Entertainment Network* (e.g., shows like *Biography*) the *Discovery Channel*, *The History Channel*, *Bravo* and so forth.

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